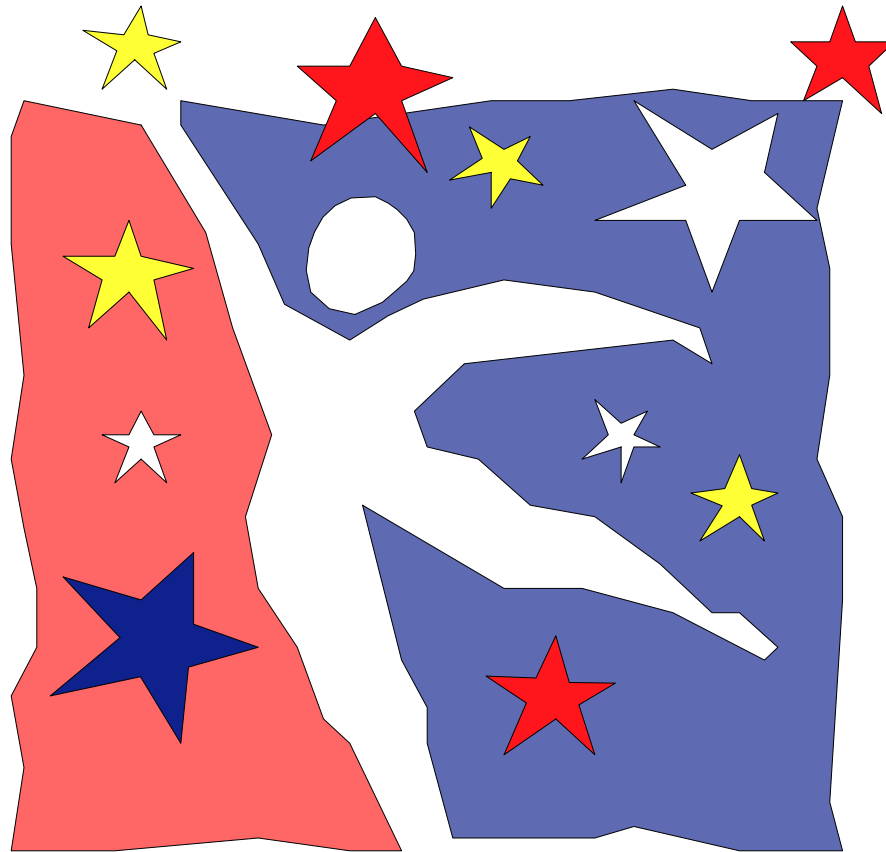


# Customer Service

## Media Resource Center Catalogue



Commercial: (901) 874-6717

DSN: 882-6717

Fax Commercial: (901) 874-6847

Fax DSN: 882-6847

### FEDEX ADDRESS

Navy Personnel Command  
MWR Training Branch PERS-654  
Lassen Building  
7736 Kitty Hawk Avenue  
Millington, TN 38055-6540

### COMMERCIAL ADDRESS

Navy Personnel Command  
MWR Training Branch PERS-654  
5720 Integrity Drive  
Millington, TN 38055-6540



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# ***INTRODUCTION***

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The vision of MWR's Star Service initiative is to transform Navy MWR worldwide into a service quality leader. In order to reach this vision, we realize that MWR must first function as a culture in which exceptional service and customer loyalty prevail.

This Customer Service Media Resource Center Catalogue will assist your department in planning and implementing on-going customer service training. If you discover a resource that you would like to share with others or would like additional resources on topics not included, please let us know so that we can include them in future updates.

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**CS 001      Food Service Courtesy (1987)**

Demonstrates basic rules and techniques that keep guests returning. Designed for waiters, waitresses, and all other foodservice personnel who deal directly with customers. (VHS, 15 minutes)

**CS 002      Customer Service: It's Everyone's Job (1985)**

The basis for the two-hour Patron Service Orientation developed by Navy Personnel Command MWR Training Branch. It stresses the importance of providing good patron service and shows ways staff members can improve the service at your activity. (VHS, 32 minutes)

**CS 003      Dealing With Difficult Customers (1988)**

This video teaches how to effectively handle angry customers. By taking appropriate steps, customer service representatives can resolve customer problems, turning dissatisfied customers into satisfied ones. (VHS, 13 minutes)

**CS 004      Customer Service: Strategy For Success (1988)**

This video explores the subject of customer service by focusing on customer service representatives who must handle customer problems on the phone, in the field, and in over-the-counter transactions. While observing their actions in a variety of customer situations, a four-step model for customer service transactions is outlined. This serves as a systematic approach for consistently providing quality service. (VHS, 13 minutes)

**CS 005      More Cash In Your Pocket (1985)**

No matter what kind of operation your restaurant is, this video will show every server and bartender how to improve service and increase sales. With suggestive selling and service excellence skills all of your servers will receive the same clear, concise, and consistent instruction, whether they've been with you for two days or two years. (VHS, 20 minutes)

**CS 006      Prescription For Complaints (1975)**

A patient taking a complaint to a doctor or a customer taking a complaint to a supplier, the principles are the same. This video uses these two types of situations to show what can happen when a complaint is raised, and what should happen if it is to be dealt with effectively. (VHS, 21 minutes)

**CS 007      The Customer Is Always Dwight (1988)**

This video is about achieving 100% quality in all areas and in doing things properly. It explains how you can achieve 100% quality by using "Process Management." This is simply a way to prevent things going wrong by thinking and working together with everyone else. (VHS, 22 minutes)

**CS 008      Remember Me (1981)**

This video is a fast, bare bones look at several typical examples of salesperson-customer interface. Without embellishments, the video illustrates this fundamental fact: it is not even whether or not the customer's desired service can be fulfilled that is most important - what really counts is the attitude with which the customer is treated. (VHS, 10 minutes)

**CS 009      The Hidden Customer: Internal Customer Service (1989)**

Internal customer service means treating your colleagues like they're your customers—delivering competent, quality work in a courteous, helpful manner. It's doing something extra for your colleagues—taking that extra time or expending that extra energy! (VHS, 10 minutes)

**CS 010      Wishing Won't Make It So (1990)**

This video stresses that management must understand what it takes to have a winning customer service program-constant attention and an ongoing program of rewarding those who reward the customers. This video is Part One of a two part program. Part Two is listed as CS 011, "How to Win Customers and Keep Them for Life." (VHS, 29 minutes)

**CS 011      How To Win Customers And Keep Them For Life (1990)**

How to manage customer-driven systems by rewarding those who reward the customers. It tells us how to measure the success of our customer service programs. This video is Part Two of a two part program. The first part is listed as CS 010, "Wishing Won't Make It So." (VHS, 26 minutes)

**CS 012      Proactive Customer Service (1991)**

This video illustrates the contrast between the usually average level of treatment most consumers are used to experiencing and the extraordinary and rare proactive way. Points covered include the value of building rapport in a business relationship offering the customer additional choices, and turning the buyer-seller relationship into a friendship. (VHS, 20 minutes)

**CS 013      A Passion For Customers (1987)**

Tom Peters takes you on a guided tour of five extremely profitable organizations. No matter how different, the nature of their businesses, their successes are strikingly similar. Without exception, their prosperity can be traced directly to their dedication to serving customers. (VHS, 67 minutes)

**CS 016      How To Keep Your Customers And Build Your Business With Roger Dow (1991)**

America's most requested speaker on customer service and quality captured on tape—in a most powerful presentation! In "Service," Roger Dow builds a complete customer service strategy using multiple examples which can be implemented in your organization. Roger outlines and discusses his seven steps for keeping your customers and building your business.  
(VHS, 39 minutes)

**CS 017      Basic, Basic Telephone Skills (1992)**

This training video addresses the very foundation of answering the telephone in a professional environment. Since most customer service is done over the phone, the telephone "Doctor" identifies 10 telephone "musts" that everyone answering a phone needs to be familiar with. These techniques can help anyone feel more confident on the job, which translates to a job well-done. (VHS, 18 minutes)

**CS 019      Service Is Inside Out (1991)**

Emphasizes servicing "internal customers" as part of the external service system. (VHS, 21 minutes)

**CS 020      Create Uniqueness: Be Better, Faster, And Different (1991)**

Points out that you must strive to exceed the customer's expectations; impressing them in ways they perceive as being difficult.  
(VHS, 21 minutes)

**CS 021      Pay Attention: The Customer's Perception Counts (1991)**

Points out that you must see the world from the point of view of the customers. (VHS, 27 minutes)



**CS 022      Recovery: Handling Complaints (1991)**

Shows how to turn the customer's bad experiences into memorable ones.  
(VHS, 25 minutes)

**CS 023      Everyone's Public Relations Role (1992)**

With this concise video, every person in your organization can contribute to the public relations effort. Viewers discover how: first impressions with clients and prospects can make or break public relations efforts; the look of your workplace says a lot about you and your organization; and complaints and criticisms, when properly directed, can strengthen any organization.  
(VHS, 15 minutes)

**CS 024      Communicating With Customers (1992)**

The best customer service training programs will fail if your organization's front-line people can't communicate effectively with customers. This video offers valuable tips, such as: how you can delight rather than anger people, how you can avoid damaging your organization with the ripple effect, why even the most efficient service you can offer sometimes isn't enough, and how you can correct customers without embarrassing them.  
(VHS, 17 minutes)

**CS 026      Quality Service In The Public Sector (1993)**

Do employees in your agency give excellent quality service to both customers and coworkers? "Quality Service In The Public Sector," can help employees improve their customer service skills and create satisfied customers with every encounter. (VHS, 24 minutes)

**CS 027      Good Old Days of Quality Service (1992)**

This is a narrated musical video that takes the viewer back to old familiar scenes where quality service is demonstrated. (VHS, 4 minutes)

**CS 028      Dealing With People On The Telephone (1986)**

Get maximum results over the phone. Show your callers you really care by using the "mirroring" method. All employees, from the customer service desk to the accounting department, can benefit by using the techniques in this video. (VHS, 17 minutes)

**CS 029      Now Serving Every Customer (1993)**

Learn how to increase business by serving every customer. Treat customers with disabilities as you would any other customer. Eliminate physical, attitudinal, and communication barriers. Adapt to each individual's needs. Familiarize yourself with the accessibility of your facility. Ask customers how you may help them. (VHS, 23 minutes)

**CS 030      Customer Service Team - Lane Waitress (1985)**

The lane waitress is of vital importance to the overall success of a bowling center. This video training program will help ensure that your lane waitress acquires the skills and knowledge needed to perform the job effectively. (VHS, 35 minutes)

**CS 031      Customer Service Team - Counter Control Attendant (1985)**

The counter control attendant is of vital importance to the overall success of a bowling center. This video training program will help ensure that your counter control attendant acquires the skills and knowledge needed to perform the job effectively. (VHS, 70 minutes)

**CS 032      Customer Service Team - Snack Bar Attendant (1985)**

The snack bar attendant is of vital importance to the overall success of the bowling center. This video training program will help ensure that your snack bar attendant acquires the skills and knowledge needed to perform the job effectively. (VHS, 45 minutes)

**CS 033      Customer Service Team - Playroom Attendant (1985)**

The playroom attendant is of vital importance to the overall success of a bowling center. This video training program will help ensure that your playroom attendant acquires the skills and knowledge needed to perform the job effectively. (VHS, 60 minutes)

**CS 034      Customer Service Team - Bartender (1985)**

The bartender is of vital importance to the overall success of a bowling center. This video training program will help to ensure that your bartender acquires the skills and knowledge needed to perform the job effectively. (VHS, 60 minutes)

**CS 035      Customer Service Team - Concourse Attendant (1985)**

The concourse attendant is of vital importance to the overall success of a bowling center. This video training program will help ensure that your concourse attendant acquires the skills and knowledge needed to perform the job effectively. (VHS, 35 minutes)

**CS 036      Customer Service Team - Manager's introduction (1985)**

The customer service team training program was originally developed by Brunswick Recreation Centers (BRC) as a tool for training their employees. BRC later donated it to the Vincennes University Foundation with the intent that Vincennes made it available to the entire bowling industry. (Audio Cassette, 13 minutes)

**CS 037      The Guest (1994)**

Great customer service is no great secret. That's the idea behind this hilarious customer service film. Our hapless hero takes us on a tour of his imagination to prove that everything we need to learn about great customer service, we already know. (VHS, 4 minutes)

**CS 038      An Invisible Man Meets the Mummy**

This entertaining CRM video is for every government employee who makes or does something a customer needs. But who really is the customer? “Many people think it’s the boss,” says the host, “but often it’s someone else.” He reminds viewers that all people have customers—whether co-workers or the public—yet it’s so easy to overlook this fact. To illustrate the point, we’ve cast the customer as “an invisible man”. The employee is wrapped in red tape like a mummy and focused on processes instead of people. But it’s all quite temporary as the eight skills for excellent customer service unfold! (VHS, 19 minutes)

**CS 039      Total Service Experience Vol. 1**

You have a choice. You can deliver excellent service. Or you can watch your customers—and prospects—flock to a competitor who does.

Now, more than ever, excellent customer service is critical to the success of your organization. CareerTrack’s newly revised video program, “How To Give Exceptional Customer Service”, will show you the latest proven service strategies, and give you the understanding you need to use them effectively.

As you listen and watch Lisa Ford, you’ll learn that in the customer’s eyes, service not only represents your organization, it **IS** the organization.

In this first volume, you’ll look at the big picture. You’ll see why customer service has become such a central focus in virtually every organization today.

You’ll see how your performance as a service professional makes a difference. You’ll discover specific ways to make an even greater positive impact on your customers, and within your organization.

**CS 040      Delivering Service with Heart Vol. 2**

Most customer service training focuses on what happens after the customer contact is made. But exceptional customer service really starts before that. It starts with you, the service representative. Your skills, your attitudes and your follow-through. So that's where this second volume of How To Give Exceptional Customer Service begins.

First you'll learn how to get into the exceptional service mindset. Then you'll start building the core communication skills every top-performing customer rep must have.

**Skills Like:**

- Building rapport and establishing trust
- Controlling your tone of voice
- Using proper body language
- Listening carefully

You'll also discover high-impact techniques for service customers over the phone.

You'll see lively dramatizations of the right and wrong ways to serve customers. That way you'll understand how each skill applies to real-life situations. And you'll remember more because you'll see exceptional service in action.

**CS 041      The Challenge Customer Vol. 3**

Tough customers. They make your job a challenge. Fortunately, they also give you a chance to make a big difference in your organization. With the right skills, you can turn fretful, frustrated, even fuming customers into satisfied, loyal clients.

This third volume of How To Give Exceptional Customer Service will teach you those valuable skills.

You'll learn how to...

- Build rapport with difficult customers
- Work with them to resolve thorny problems
- And leave them feeling great (and you'll feel the same way, too)

Knowing how to handle angry customers will make your job much more pleasant and satisfying. You'll feel a sense of accomplishment when you defuse an explosive situation, tame a hot temper or smooth ruffled feathers.

Your work will be a lot less stressful. And your manager will appreciate your service smarts. Best of all, your company will build business faster than ever-and keep customers coming back.

**CS 043      No Thanks, Just Looking**

Demonstrates effective retail selling techniques using customer service skills. (VHS, 24 minutes)

**CS 044      The C.A.R.E. Principle**

Improve Customer satisfaction. One of the leading customer relations training programs in the retail industry. Set in a variety of retail locations, this program will teach your employees that customers "Are Really Everything".

**CS 045      The Power of Suggestion**

This video goes beyond basic selling skills training and concentrates on suggestive selling skills to enhance and build sales volume. Associates will learn when to make suggestions as well as what suggestions to make. (VHS, 20 minutes)

**CS 046      The New Retail Supervisor**

Start your retail supervisors with solid skills in five key areas:

1. Time management
2. Delegation
3. Motivation
4. Communication
5. Coaching/discipline

(VHS, 32 minutes)

**CS 047      Help Wanted**

The dynamic retail environment, with part-time positions, seasonal work, and often high turnover rates makes it important to select the best people for the job. (VHS, 26 minutes)

**CS 048      The Best Defense**

For any loss prevention program. In a seminar on “how to prevent shoplifting,” a group of retail associates relate specific ideas on how to observe and deter shoplifters. (VHS, 22 minutes)

**CS-049      The Right Start**

Learn how to orient new retail sales associates and other entry-level employees the right way. Reduce turnover and build a more effective team. (VHS, 22 minutes)

**CS 050      Choices**

Film follows careers of two new employees - one conscientious, the other gives in to temptation. Film gives definition and causes of shrink; solutions to internal causes of shrink; be conscientious; know the rules and follow them; avoid temptation yourself. (VHS, 18 minutes)

**CS 051      Take This Job and Love It**

A fast-paced informative video designed to introduce new sales associates to the benefits and responsibilities of a position in retail. Key training points:

- Appearance and attitude
- Responsibility

(VHS, 8 minutes)

**CS 052      An Inside Job**

Inspector Dapper “of the Yard” finds severe breakdowns in the customer service linkage within an organization. He shows that each internal customer must be served as well as external customers. Preview Combination with: Case of the Vanishing Customers. (VHS, 23 minutes)

**CS 053      The Case of The Vanishing Customer**

This humorous video demonstrates that helping staff manage their own emotions when facing customers can benefit all. By preventing unwanted emotions and actively promoting positive emotions you can transform the behavior of even the most difficult customer. Can be used for conflict management and internal customer service. (VHS, 28 minutea)



**CS 054      Five Forbidden Phrases**

The Telephone “Doctor” has collected comments from her appearances on various TV and radio programs and shares the five most frustrating phrases to which the public objects. Whether it’s a telephone conversation or a face-to-face situation, this dynamic film offers the recommended cures to help eliminate these turn-offs. If your people are using even one of these five forbidden phrases, this video will pay for itself quickly. All industries benefit. (VHS, 18 minutes)

**CS 055      How to Handle an Irate Caller**

No one enjoys receiving a barrage of complaints from unhappy customers, but for many people it’s a routine part of their day. In the customer service field it sometimes “comes with the territory.”

Finally, a comprehensive training video that reveals tips and ideas on how to handle the irate, angry, rude and sometimes abrasive caller.

Included are the Telephone “Doctor” ASAP techniques plus why it’s a good idea to make excuses, and what to do if a customer starts swearing.

This video is intended for anyone who handles complaint calls and contains practical and common sense methods to show the caller you’re on their side and you’re there to help. (VHS, 9 minutes)

**CS 057      Six Cardinal Rules for Customer Service**

There’s the Baseball Hall of Fame in Cooperstown, New York, and the Football Hall of Fame in Canton, Ohio. Now, welcome to the Telephone “Doctor” Hall of Shame.

Included in the Hall of Shame are those people who originated customer service blunders that plague the world. Meet the men and women who are responsible for poor customer service treatment both on the phone and in person.

Guaranteed to help fight mediocrity in the workplace. (VHS, 20 minutes)

**CS 058      But I Don't Have Customers**

How-to Training Points:

- Recognize that you do have internal customers
- Care and respect internal customers
- Identify internal customers who have priority situations
- Ask questions and listen
- Focus on internal customers' needs and expectations
- Keep commitments and deadlines
- Communicate with angry internal customers
- Review policies and procedures which may inhibit serving customers

(VHS, 21 minutes)

**CS 059      The Difficult Guest**

The Difficult Guest is a program designed to accommodate different learning styles, different learning environments, and different time constraints.

When you have successfully completed this program you will be able to:

- State the key reasons why customer service counts
- Describe the distracted guests, and the baggage he/she carries
- Welcome distracted guests and take care of their needs quickly
- Practice empathy with your clients, customers and guests
- Describe the disappointed guest and the baggage he/she carries
- Realize your own negative responses and work through them
- Define and put into practice the L.A.S.T. technique:

L   LISTEN to your guest carefully  
A   POLOGIZE for their inconvenience  
S   OLVE their problems quickly and efficiently  
T   HANK them and invite them back

**CS 060      I'll Be Back**

Customer Service with Bob Farrell

Why do customers take their business elsewhere? 68% do so because of poor service! Using a combination of motivational and heartwarming stories with just the right mix of humor, Bob Farrell shares the principles that will get each customer to utter “the three most important words in the business, ‘I’ll be back!’ ”

For 30 years restaurateur Bob Farrell excelled in an industry with an 80% failure rate. Opening over 150 restaurants without a single failure, including the enormously popular “Farrells Ice Cream Parlor” of the 1970’s, Farrell is a master of serving the customer.

Called by many the most impassioned customer service speaker in the business, Farrell shares his unique insights with heart felt conviction.

As an added feature, Farrell interviews his good friend Jack McMillan, co-chairman of Nordstrom, a company cited more than any other as the standard for customer service. Mr. McMillan talks about Nordstrom’s customer service roots and how they motivate their sales staff to legendary customer service.

“The customer tells us everything we need to know to succeed and they give us everything we have, so who is the customer?...The Boss!”

“After all we’ve done to get the customer in our door and take care of them, we’re back to square one if they don’t say those three magic words...I’ll Be Back!”

Learn the 4 essential ingredients to bringing the customer back.

1. Service
2. Consistency
3. Attitude
4. Teamwork

(VHS, 25 minutes)

**CS 062      What's Wrong With This Picture**

A discussion catalyst program. Ten powerful vignettes put the class in charge of identifying various customer service blunders, and suggesting appropriate improvements. Since people learn the best by hearing, seeing, and doing, this program will challenge your participants to think about the root causes of poor service situations as well as brainstorm the solutions. (VHS, 16 minutes)

**CS 063      How to Deal With Foreign Accents**

Very few Americans can claim themselves as natives. Most of us trace our roots back to immigrant grandparents and great-grandparents – people who came from all over the globe in search of a better life. Our country's success is due in a large part to its great ethnic diversity.

More and more today there seems to be an intolerant attitude toward the newcomers in our country whose English is less than perfect and hard to understand.

Citizens from Mexico, Russia, Vietnam, etc. deserve the same high level of customer service as any other customer. Yet too often they're mistreated because they're difficult to understand.

**CS 064      On Incoming Calls**

Outstanding for new employee orientation and indispensable for ongoing refresher courses. This classic video (used by more than 8,000 organizations) covers the basic of telephone skills. Energetic - enthusiastic - very funny. A strong delivery makes this film a winner. The one video needed by everyone who uses a telephone! (VHS, 18 minutes)

**CS 065      From Curt to Courteous**

Viewers will learn the skill of non-visual communication, understanding and being understood. The program explains how words, voice, tone and the listeners imagination create an instant image for the caller. Second half of this program applies these ideas with a concept known as “Business Friendly.” “Business Friendly” is the middle ground between being too cold and impersonal and the other extreme of being too familiar. New version of our classic program! (VHS, 25 minutes)

**CS 066      It Starts at the Top**

A motivational visit to a seminar presented by Nancy Friedman, The Telephone “Doctor”. Viewers are treated to a unique combination of humor, energy, anecdotes, and ideas that constantly earn a perfect score when rated by attendees. The camera also goes backstage in an interview-style setting featuring Nancy addressing issues vital to great customer service. This program is a perfect intro platform for the complete library or any customer service training class. (VHS, 29 minutes)

**CS 067      Telemarketing From A to Z**

A culmination of over 30 years of telesales experience in one video! This alphabet soup of ideas and techniques will improve the performance of inbound and outbound telephone sales reps. Features twenty-six tips which will be of immediate use to anyone who uses the phone as a presentation platform. This program is a catalyst to promote discussions about the causes of success and failure in the world of telemarketing. (VHS, 33 minutes)

**CS 068      Proactive Customer Service**

This program illustrates the contrast between the usually average level of treatment most consumers are used to experiencing and the extraordinary and rare proactive way. Points covered include the value of building rapport in a business relationship, offering the customer additional choices, and turning the buyer-seller relationship into a friendship. (VHS, 20 minutes)

**CS 069      How to Avoid Emotional Leakage**

Observing “Emotional Leakage” from a third party point of view helps employees realize how unfair this treatment really is. (VHS, 9 minutes)

**CS 070      How to Treat Every Caller as a Welcome Guest**

Have you ever heard a frontline staff member described as “just the switchboard operator” or “just the receptionist?”

Don’t belittle the company ambassador. We’re pleased to present a program designed to meet the specific needs of the frontline staff.

How important is the first impression your company makes? Face it – whoever answers the telephone IS the company. The company greeter should be put on a pedestal.

Loaded with fresh tips and suggestions, this “how to” program will immediately improve the performance of your staff and make it easy to do business with your organization. (VHS, 9 minutes)

**CS 071      We Are Customers to Each Other**

Most everyone is aware of the importance of providing good service to clients, customers and the public. But why is there a distinction between internal and external customer service? Shouldn’t the engineering department treat the data processing department the same way customer service treats your best customers? This is the premise for – “We Are Customers to Each Other.”

This dynamic new training video increases the level of service inside the walls of your organization by showing the importance of internal customer service. The telephone “Doctor” asks, “If good service doesn’t start within the organization, how can we expect it to get out of the organization?”

This program fully complements existing customer service training videos you’re already using. Perfect for industry, government, health care, education, etc. (VHS, 9 minutes)

**CS 072      Voice Mail, Curse or Cure**

This 27-minute training video shows several compelling examples of how business problems can be avoided by proper use of voice messaging systems, whether inbound or outbound.

Viewers will see that leaving a detailed message is time well spent. The telephone “Doctor” shows how voice messaging is a major productivity enhancer in these busier-than-ever times.

Included are tips on recording an outgoing message, as well as ideas to help new users overcome “voice phobia.”

The program concludes with a visit to a “Voice Messaging” workshop to answer the most common concerns about using a system.  
(VHS, 27 minutes)

**CS 073      Celebrate Living**

Facilitator opening for any training or conference. Positive sayings with music. (VHS, 9 minutes)

**CS 074      1001 Ways to Reward Employees with Bob Nelson**

From a simple gesture of praise to motivational team meetings, best-selling author Bob Nelson presents countless cost-effective concepts for rewarding and recognizing employees. What’s more, he demonstrates how easy it is to implement these ideas by visiting several organizations that are using his innovative techniques to inspire employees and improve the bottom line.

This comprehensive training package shows hundreds of ideas proven to motivate and inspire your employees—ideas that result in increased morale, productivity, and profits, not to mention reduced turnover, absenteeism, and stress.

This package also includes three “how-to” behavioral videotapes and extensive ancillary materials. (VHS, 60 minutes)

**CS 075      1001 Ways to Reward Employees, How to Praise Publicly**

How important is it to praise the performance of your employees? If you want to turn a mediocre organization into a magnificent one, it is essential! According to best-selling author Bob Nelson, when you offer your employees steady rewards, your organization will experience steady results—results stemming from a work group that feels renewed, recharged, and ready for the next challenge. In this dramatic vignette, learn what countless studies have proven: what motivates more people to perform at higher levels is the thoughtful, personal kind of recognition that signifies true appreciation for a job well done. (VHS, 30 minutes)

**CS 076      1001 Ways to Reward Employees, How to Present a Personal Thank You**

Make a difference in the way your employees feel about coming to work by delivering the rewards and recognition they deserve. From a simple gesture of praise to a personal note of thanks, best-selling author Bob Nelson provides the framework for rewarding employees for a job well done. Follow along with one enlightened organization as staffers demonstrate just how easy it is to say “thank you” and, in turn, motivate employees and achieve lasting results. This lesson on the power of positive reinforcement inspires an entire work group—and could make your organization more productive and fulfilling. (VHS, 30 minutes)

**CS 077      1001 Ways to Reward Employees, How to Provide Low- or No-Cost Recognition**

If you're like most managers, you have 1,001 reasons for choosing not to reward and recognize employees. Not enough time... not enough money... or, just simply don't know how. The fact is, there are hundreds of simple ideas to motivate and inspire your employees—ideas that result in increased morale, productivity, and profits. What's more, some of the best ideas don't cost a cent! Follow one progressive organization as staffers initiate a companywide search, enabling them to effectively match their rewards to the individual, to achievement and to their budget. (VHS, 30 minutes)



**CS 078      1001 Ways to Reward Employees Learning Activity Kit**

Let management consultant Bob Nelson, author of the best-selling book 1001 Ways to Reward Employees (over 500,000 copies sold) show you how to improve employee performance with the 1001 Ways to Reward Employees Learning Activity Kit!

Learn These Important Skills

- Effective ways to use praise, rewards and recognition as a motivational tool.
- How to utilize praise, rewards and recognition to reinforce desired behavior and performance.
- How to improve management's ability to recognize opportunities for praise.
- How to develop low-cost/no-cost rewards and recognition ideas.
- What steps to take to get your own reward and recognition program started at work!

The 1001 Ways To Reward Employees Learning Activity Kit provides everything you need to raise the awareness and skills of your management and staff in a group or self-learning setting. (VHS, 2 hours)

**CS 079      1001 Ways to Energize Individuals**

1001 Ways to Energize Individuals, based on the popular book 1001 Ways to Energize Employees by Bob Nelson, provides proven techniques and solid strategies for energizing, empowering, and motivating workers to do their best.

You'll Learn How To:

- Promote empowerment, independence, and autonomy enabling employees to solve problems
- Get feedback and solicit process-improving suggestions
- Train and develop employees to maximize their contribution

(VHS, 30 minutes)

**CS 080      1001 Ways to Energize Teams**

In 1001 Ways to Energize Teams, Bob Nelson shows how to jump-start your team and bring its energy and excitement to a whole new level. By bringing trust, challenge, creativity, and—yes, even fun—to teamwork, Nelson makes the entire team experience more rewarding for members as well as more productive for the organization. (VHS, 30 minutes)

**CS 081      1001 Ways to Energize Organizations**

In this invigorating video, Bob Nelson applies his proven energy-boosting strategies, used so effectively with workers and teams, to increase the vitality and energy of the entire organization.

You'll Learn How To:

- Simplify policies and procedures so they don't hold up progress
- Remove bureaucratic obstacles to getting things done
- Encourage suggestions and take them seriously

(VHS, 25 minutes)

**CS 082      I'm Glad You Noticed**

I'm Glad You Noticed! Demonstrates techniques that your supervisors can put to use immediately. Balancing criticism with praise is the key to obtaining desired behavior. For years psychologists have studied the effects of recognition and rewards on motivation and behavior. They now realize positive reinforcement is one of the most important aspects of employee commitment and motivation.

This video will teach your managers and supervisors how to properly reinforce behavior to improve attitudes and performance. This, in turn, will increase your organization's efficiency productivity. (VHS, 17 minutes)

**CS 083      Achieving Customer Loyalty**

In this episode of the Retail Smarts video series, hosts Peter Feniak and Lynn Mackenzie show viewers how to develop a service strategy that will take your customers beyond satisfaction – to loyalty.

“Achieving Customer Loyalty” provides you with the nine service management tools necessary for a service strategy that brings you loyal customers – and employees. (VHS, 28:50 minutes)

**CS 084      Everyones Customer Service Role**

Every employee—even those not on the organization’s front line—serves as an important link in the customer-service chain. This video demonstrates how the actions of every team member can strengthen—or break—the chain vital to customer-service success. (VHS, 13 minutes)

**CS 085      How to Deal with Difficult People Vol. 1**

Everyone has difficult people in their lives. The key to dealing with difficult people is to first understand them. In this video, Drs. Brinkman and Kirschner give you insights into why difficult people behave the way they do – and they help you lay the groundwork for communicating effectively with difficult people. You’ll enjoy their entertaining and instructive “role plays,” and you’ll never forget the skills they teach.

**CS 086      How to Deal with Difficult People Vol. 2**

In this continuation of “How To Deal With Difficult People,” you’ll take your understanding of difficult people and put it to work. You’ll learn how to apply your new skills to deal – and get results – with chronic problem people. In Rick and Rick’s entertaining skits, you’ll see 11 types of difficult people in action – and you’ll discover how to “put them in their places.”

**CS 087      May I Present**

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

If you think you've sat through some bad presentations—wait 'til you see "Lloyd Adams" a.k.a. Tim Conway. Lloyd displays the worst presentation skills imaginable! This new meeting opener is a great way to begin a session on successful presentations. (VHS, 8 minutes)

**CS 088      Mr. Tudball-Technology Trainer**

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

The importance of good training is made clear in this new video as Mr. Tudball commits every sin in the book. This meeting opener will make you look good and start the session off with a bang! (VHS, 7 minutes)

**CS 089      So You're New Around Here**

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

See what happens when employee orientation goes awry as Tim portrays a dentist new on the job. Ideal for new employees, orientation classes, and meetings for dentists and doctors. (VHS, 7 minutes)

**CS 090      Get Out There and Sell**

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

Everybody can relate to something in this ice breaker as Tim desperately attempts to motivate. Entertain and educate your audience with Tim's sales techniques. (VHS, 6 minutes)

**CS 091      Interviewing A Pain in the Gut**

Break the ice with this hilarious new meeting opener. Tim Conway will have your audience laughing and thinking at the same time!

In this new meeting opener, Tim poses all the wrong questions to a long line of job applicants—you just have to see it to believe it! Remind interviewers what not to ask when interviewing! (VHS, 7 minutes)

**CS 092      On The Phone: Making a Great Impression**

Teaches the five qualities of a good telephone voice, the five most common poor listening habits, and a five-step planning process for communicating effectiveness. (VHS, 12 minutes) Workbook available

**CS 093      On The Phone: Fabulous Fundamentals**

Viewers learn the fabulous fundamentals of greeting, telephone etiquette, meaningful messages, transferring calls, and using hold. (VHS, 14 minutes) Workbook available

**CS 094      On The Phone: Successful Selling**

Demonstrates the benefits, odds, skills, scripts, and prospecting score sheets of successful selling. Viewers learn to ask the right questions, overcome call reluctance and become self-motivated. (VHS, 13 minutes) Workbook available

**CS 095      On The Phone: Personal Productivity: Handling Stress**

Everyone learns how to manage physical and mental stress, what to do when you have to say “no,” ending the endless call and guidelines for making personal calls. (VHS, 12 minutes) Workbook available

**CS 096      On The Phone: Mastering Technology**

Participants learn how to screen calls, use the intercom, handle more than one line, set up conference calls, and master voice mail, speaker phones, pagers and beepers. (VHS, 14 minutes) Workbook available

**CS 097      On The Phone: When It's The Worst: Irate Callers**

Learn four tactics to manage irate callers, deal with customer anger, fend off foul language, and handle harassment. (VHS, 9 minutes) Workbook available

**CS 099      Once And For All**

Most managers would agree that dealing with poor employee performance is among their most difficult challenges. This video development program can help take the guesswork frustration out of resolving performance challenges.

Performance challenges can usually be resolved by following a clear set of actions that help communicate specific expectations, timelines, and consequences if improvements aren't achieved. The actions outlined in **once and for all** can lead managers to a conclusion-either an employee's performance can improve or a permanent change of some kind must occur. (VHS, 21 minutes) Facilitator guide available

**CS 100      After The Hire: Retaining Good Employees (1999)**

One of the greatest challenges facing business today and in the future is finding and **retaining** good employees. Although hiring the right people is critically important, it's just as important to know how to keep them.

This video development program answers the question “*What do my valued employees really want and need to remain employed with my organization?*”

To remain loyal to an organization, good employees want and need:

- Clear performance expectations and measurements
- Time to give and get feedback
- Rewards and recognition
- Challenges and opportunities

**After the Hire: Retaining Good Employees** offers viewers the actions and skills needed to not only keep valued employees on the job, but to become better managers! (VHS, 24 minutes)

**CS 101      Cliff's Customer Service Adventure (1999)**

This fun, zany video—designed for young trainees who are performing front-line customer service—features Cliff, a hip “20-something” in search of excellent customer service. He is our guide in this adventure, as we “watch the master” and observe interactions between him and service providers in a variety of locations. Cliff's humorous comments, funny antics and words of wisdom are perfect for teaching Gen-Xers (and the young at heart) effective customer service skills.

Your employees will learn how to provide the kind of customer service we all want to receive and the importance of approaching customers with respect, friendliness and a sincere desire to help. (VHS, 13 minutes)  
Includes Leader's guide

**CS 102      Fish! Catch The Energy. Release The Potential. (1999)**

Imagine a workplace where everyone chooses to bring energy, passion, and a positive attitude with them each day. An environment in which people are truly connected to their work, to their colleagues and to their customers. Impossible? Not at all, **Fish!** Is a tool to help you lead people toward creating that environment. Join us for an exploration of what we call the **Fish!** Philosophy: *Play, Make Their Day, Be There, and Choose Your Attitude.* (VHS, 17 minutes) Facilitator's guide and play book available.

**CS 103      Give 'Em The Pickle...And They'll Be Back! (1999)**

This video provides an absolutely certain way to build your business and live a happier life. Based on the book by Mr. Robert E. Farrell, the video explores the philosophy which started the first Farrell Ice Cream Parlor. Bill Perkins delivers the message of success that the Customer is the boss. (VHS)

**CS 104      Fish! Sticks (1999)**

You've seen what fish can do! Now make the philosophy stick!

In **Fish! Sticks**, the video sequel to the popular best-seller **Fish!**, your employees will get an in-depth look at how each of these three efforts (1) Commit, (2) Be it and (3) Coach it, mesh together to form the kind of energy-infused workplace **John Yokoyama** envisioned and achieved with his now famous fish market.

Maintaining a vision is hard work, but **Fish! Sticks** continues to demonstrate how attention day to day, even moment to moment, can not only keep a vision alive but make it more powerful. (VHS, 17 minutes)



**CS 105      The Secret: Customer Service Uncovered For Hospitality**

Get your hospitality staff excited about delivering great customer service...identify the payoff in it for them...and help them effectively deal with difficult hospitality situations when they occur. (VHS, 20 minutes)

**CS 106      Point Of Impact (1999)**

*Point of Impact* is a straight-to-the-point customer service video that focuses on the front line---where the customer actually comes in contact with the organization. In an entertaining style, this video demonstrates how to win lifetime customers by having an *ace* up your sleeve: **Attitude! Communication! Effort!**  
(VHS, 14 minutes)

**CS 107      Hot Under The Collar: Dealing With Angry Customers**

Don't let employees with poor customer relations skills turn away potential repeat customers and ruin your organization's reputation. This video will show your employees how to deal with customers who are ***Hot Under the Collar***.

Jack's just an average customer. One morning while waiting for his car to be tuned up, Jack sees an angry customer chewing out the Customer Service Manager. Since he's just seen two other angry customers, one in a department store and one in a bank, Jack realizes that if a job involves working with the public, angry customers are a fact of life. This video shows techniques to calm an angry customer and solve his/her problems.  
(VHS, 17 minutes)

**CS 108      Rhinoceros Leadership Experience**

Join Colonel Charlie Tyrian on his next leadership adventure.

This video joins a group at Camp Arnold at Timberlake where Mr. Tyrian conducts training to:

- UNLEASH YOUR RHINO LEADERSHIP!
- CLIMB THE RHINO LADDER OF SUCCESS!
- BE A HAPPY AND SUCCESSFUL RHINO!

This is not a copy of the motivational speaker, but rather of the concepts he uses to bring out the RHINO in people who participate in his camp training.

**CS 109      You've Got Customers**

Six essential techniques for delivering what you promise.

Follow the trials of a young waiter at his first customer service job as he receives an on-the-job education from the most unlikely group of teachers-- a bowling team. From these four demanding patrons, he learns techniques that can be used in any business, anywhere. Based on the premise that good customer service requires organizations to deliver what they promise, this video demonstrates how to use six essential customer service techniques to put this fundamental idea into practice. This entertaining story will help viewers understand why, "Good service isn't about flowery words and pleasant smiles. It's about actions. It's about going to bat for your customers...even if they do wear bowling shirts." (VHS, 21 minutes)

**CS 110      Diversity: Michael Weber Presentation**

This video was filmed during a Creativity Seminar presented at NSA Mid-South. Creativity was re-defined by Mr. Weber as Problem Solving. Mr. Weber presented The Secret to Thinking for Other People...It's Not My Problem.

Throughout this presentation, Mr. Weber highlighted three tools he has successfully used for "thinking outside the box".

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